

ORDER



Orders
Order / Rev: 47155
Alt Order #: 27773534
Product Desc: Order
Estimate: 424ADD
Flight Dates: 04/27/22 - 04/30/22
Original Date / Rev: 04/27/22 / 04/27/22
Order Type: GENERAL

KLKN-TV

Primary AE: Katz Washington, D.C.
Sales Office: DC
Sales Region: National

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 1427 Leslie Ave
 Alexandria, VA 22301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Herbster for Governor
Demographic: A35+
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P-04

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	04/30/22	37	\$4,000.00	\$3,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	37	\$4,000.00	\$3,400.00	0.00
Totals	37	\$4,000.00	\$3,400.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington, D.C.			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	04/28/22	04/28/22	Ch 8 News at 5a M-F Ch 8 Eyewitness News 5a	CM	5a-6a	---T---	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/25/22	05/01/22	---T---			1			\$50.00		0.00			
N 2	KLKN	04/29/22	04/29/22	Ch 8 News at 5a M-F Ch 8 Eyewitness News 5a	CM	5a-6a	----F--	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/25/22	05/01/22	----F--			1			\$50.00		0.00			
N 3	KLKN	04/28/22	04/28/22	Ch 8 News at 6a M-F Ch 8 Eyewitness News 6a	CM	6a-7a	---T---	:30	1	\$105.00	P-04	0.00	NM	1	\$105.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/25/22	05/01/22	---T---			1			\$105.00		0.00			
N 4	KLKN	04/29/22	04/29/22	Ch 8 News at 6a M-F Ch 8 Eyewitness News 6a	CM	6a-7a	----F--	:30	1	\$105.00	P-04	0.00	NM	1	\$105.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/25/22	05/01/22	----F--			1			\$105.00		0.00			
N 5	KLKN	04/28/22	04/28/22	Good Morning America Good Morning America	CM	7a-9a	---T---	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00

KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KLKN	04/29/22	04/29/22	Good Morning America CM Good Morning America		7a-9a	----F--	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	---T---	1		\$140.00	0.00							
N 7	KLKN	04/30/22	04/30/22	Good Morning America SM Good Morning America Sat		7a-9a	-----S-	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
SAT GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	-----F--	1		\$140.00	0.00							
N 8	KLKN	04/28/22	04/28/22	M-F 9a-10a M-F 9a-10a	CM	9a-10a	---T---	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
LIVE KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	---T---	1		\$50.00	0.00							
N 9	KLKN	04/29/22	04/29/22	M-F 9a-10a M-F 9a-10a	CM	9a-10a	----F--	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
LIVE KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	----F--	1		\$50.00	0.00							
N 10	KLKN	04/28/22	04/28/22	M-F 10a-11a M-F 10a-11a	CM	10a-11a	---T---	:30	1	\$70.00	P-04	0.00	NM	1	\$70.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	---T---	1		\$70.00	0.00							
N 11	KLKN	04/29/22	04/29/22	M-F 10a-11a M-F 10a-11a	CM	10a-11a	----F--	:30	1	\$70.00	P-04	0.00	NM	1	\$70.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	----F--	1		\$70.00	0.00							
N 12	KLKN	04/28/22	04/28/22	Ch 8 News Midday M-F Ch 8 News Midday M-F	CM	11a-12p	---T---	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	---T---	1		\$75.00	0.00							
N 13	KLKN	04/29/22	04/29/22	Ch 8 News Midday M-F Ch 8 News Midday M-F	CM	11a-12p	----F--	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	----F--	1		\$75.00	0.00							
N 14	KLKN	04/28/22	04/28/22	M-F 12p-1p M-F 12p-1p	CM	12p-1p	---T---	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
GMA NEED TOKNO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	---T---	1		\$50.00	0.00							
N 15	KLKN	04/29/22	04/29/22	M-F 12p-1p M-F 12p-1p	CM	12p-1p	----F--	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
GMA NEED TOKNO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	----F--	1		\$50.00	0.00							
N 16	KLKN	04/29/22	04/29/22	M-F 1p-2p M-F 1p-2p	CM	1p-2p	----F--	:30	1	\$50.00	P-04	0.00	NM	1	\$50.00
GH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		04/25/22	05/01/22	----F--	1		\$50.00	0.00							
N 17	KLKN	04/29/22	04/29/22	M-F 2p-3p M-F 2p-3p	CM	2p-3p	----F--	:30	1	\$20.00	P-05	0.00	NM	1	\$20.00
TAMRON HALL															

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 KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$20.00	0.00					
N 18	KLKN	04/29/22	04/29/22	M-F 3p-4p M-F 3p-4p	CM	3p-4p	----F--	:30	1	\$20.00	P-05	0.00	NM	1	\$20.00
THE REAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$20.00	0.00					
N 19	KLKN	04/29/22	04/29/22	M-F 4p-5p M-F 4p-5p	CM	4p-5p	----F--	:30	1	\$75.00	P-04	0.00	NM	1	\$75.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$75.00	0.00					
N 20	KLKN	04/29/22	04/29/22	Ch 8 News at 5p M-F Ch 8 News 5p M-F	CM	5p-530p	----F--	:30	1	\$200.00	P-04	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$200.00	0.00					
N 21	KLKN	04/29/22	04/29/22	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p	CM	6p-630p	----F--	:30	1	\$250.00	P-04	0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$250.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KLKN	04/25/22-05/01/22	Ch 8 News at 6p M-F			6p-630p	----F--	:30		(\$250.00)	0.00	NM			
See MG 21.2															
[Schedule Change-No 6p News on Friday] Preempt															
2	KLKN	04/25/22-05/01/22	Ch 8 News at 6p M-F			6p-630p	---Th----	:30		\$250.00	0.00	NM			
Ⓜ MG for 21.1 04/29															
N 22	KLKN	04/29/22	04/29/22	Ch 8 News at 10p M-F Ch 8 News at 10p M-F	CM	10p-1035p	----F--	:30	1	\$250.00	P-04	0.00	NM	4	\$375.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$250.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KLKN	04/25/22-05/01/22	Ch 8 News at 10p M-F			10p-1035p	----F--	:30		(\$250.00)	0.00	NM			
See MG 22.2,22.3,22.4,22.5															
[Schedule Change] Preempt															
2	KLKN	04/29/22-04/29/22	Ch 8 News Late Ed M-Sun			1030p-1105p	-----F-----	:30		\$250.00	0.00	NM			
Ⓜ MG for 22.1,27.1,24.1,26.1															
3	KLKN	04/29/22-04/29/22	Jimmy Kimmel-Late Edition			1105p-1208a	-----F-----	:30		\$75.00	0.00	NM			
Ⓜ MG for 22.1,27.1,24.1,26.1															
4	KLKN	04/25/22-05/01/22	Nightline-Late Edition			1207a-1236a	MTWThF----	:30		\$30.00	0.00	NM			
Ⓜ MG for 22.1,27.1,24.1,26.1															
5	KLKN	04/29/22-04/29/22	Overnight Rotator M-Su			12:35 XM-1:35 XM	-----F-----	:30		\$20.00	0.00	NM			
Ⓜ MG for 22.1,27.1,24.1,26.1															
N 23	KLKN	04/30/22	04/30/22	Ch 8 News Sat at 10p Ch 8 News Sat at 10p	CM	10p-1035p	-----S-	:30	1	\$200.00	P-04	0.00	NM	1	\$200.00
SAT NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	-----S-			1		\$200.00	0.00					
N 24	KLKN	04/29/22	04/29/22	Jimmy Kimmel Jimmy Kimmel	CM	1035p-1135p	----F--	:30	1	\$75.00	P-04	0.00	NM	0	\$0.00
KIMMEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$75.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KLKN	04/25/22-05/01/22	Jimmy Kimmel			1035p-1135p	----F--	:30		(\$75.00)	0.00	NM			
See MG 22.2,22.3,22.4,22.5															
[Schedule Change] Preempt															
N 25	KLKN	04/28/22	04/28/22		CM	1135p-1208a	---T---	:30	1	\$30.00	P-05	0.00	NM	1	\$30.00

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Advertiser: Herbster for Governor
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KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Nightline											
				Nightline											
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	---T---			1		\$30.00	0.00					
N 26	KLKN	04/29/22	04/29/22	Nightline	CM	1135p-1208a	----F--	:30	1	\$30.00	P-05	0.00	NM	0	\$0.00
				Nightline											
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$30.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KLKN	04/25/22-05/01/22		Nightline		1135p-1208a	----F--	:30		(\$30.00)	0.00	NM			
See MG 22.2,22.3,22.4,22.5															
[Schedule Change] Preempt															
N 27	KLKN	04/29/22	04/29/22	M-F 1205a-105a	CM	1205a-105a	----F--	:30	1	\$20.00	P-05	0.00	NM	0	\$0.00
				M-F 1205a-105a											
ACCESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			1		\$20.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KLKN	04/25/22-05/01/22		M-F 1205a-105a		1205a-105a	----F--	:30		(\$20.00)	0.00	NM			
See MG 22.2,22.3,22.4,22.5															
[Schedule Change] Preempt															
N 28	KLKN	04/30/22	04/30/22	Sat 1035p-1135p	CM	1035p-1135p	-----S-	:30	2	\$50.00	P-04	0.00	NM	2	\$100.00
				Sat 1035p-1135p											
ET WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	-----S-			2		\$50.00	0.00					
N 29	KLKN	04/30/22	04/30/22	Sat 1135p-1235a	CM	1135p-1235a	-----S-	:30	1	\$25.00	P-05	0.00	NM	1	\$25.00
				Sat 1135p-1235a											
WIPEOUT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	-----S-			1		\$25.00	0.00					
N 30	KLKN	04/28/22	04/28/22	NFL Draft Thurs	CM	7-1030p	---T---	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
				NFL Draft Thursday											
NFL DRAFT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	---T---			1		\$400.00	0.00					
N 31	KLKN	04/30/22	04/30/22	NFL Draft Sat	CM	11a-6p	-----S-	:30	2	\$50.00	P-05	0.00	NM	2	\$100.00
				NFL Draft Saturday											
NFL DRAFT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	-----S-			2		\$50.00	0.00					
N 32	KLKN	04/30/22	04/30/22	Saturday Prime 3	CM	9p-10p	-----S-	:30	1	\$100.00	P-05	0.00	NM	1	\$100.00
				Saturday Prime 3											
AFHV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	-----S-			1		\$100.00	0.00					
N 33	KLKN	04/30/22	04/30/22	Saturday Prime Other	CM	7:00 PM-9:00 PM	-----S-	:30	1	\$100.00	P-05	0.00	NM	1	\$100.00
				Saturday Prime Other		(7:00 PM-9:00 PM)									
MOVIE BEAUTY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	-----S-			1		\$100.00	0.00					
N 34	KLKN	04/29/22	04/29/22	NFL Draft Fri	CM	6p-1030p	----F--	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
				NFL Draft Friday											
NFL DRAFT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/25/22	05/01/22	----F--			2		\$400.00	0.00					
Totals														37	\$4,000.00

Totals 37 \$4,000.00



125 West 55th St
New York, NY 10019

Contract # 27773534

Changes as of: 4/27/2022 at 4:34 PM

Version: Highlighting Makegood 1

Status: Accepted

CPE: HRBST/ORDR/424ADD

Flight: 4/27/22 - 4/30/22

Station: KLKN

Con Type: POLITICAL/NOTE

Agency: Smart Media Group

Advertiser: Herbster for Governor

Market: Lincoln&Hsing-Kmy-Pls DMA

Total \$: \$4,000.00

PO BOX 28067
ALEXANDRIA, VA
22313

Product: Order
Agency Order #: 30080344

Office: NEW YORK
Service: Nielsen

Total Spots: 37
Total CPP: \$104.17

Buyer: Gaeckler, Elaine
Salesperson: ALEXANDRA
BRADLEY
202-955-5342

Primary Demo: Adults 35+
Assistant: ALEXANDRA BRADLEY
202-955-5342

Total GRP: 38.4
Traffic #: 47155

Comments: new order for herbster. booked this via email with each rep, please do not double book. thx, elaine

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impre ssion	Len	4/27 - 4/30					Total	Total	CPP*	GRP*
								4/27	4/28	4/29	4/30	Spots	\$			
MSD 14	Th-F 6p-6:30p		NEWS	\$250.00	3.1	0	30	0	0	1	0	0	0	\$0.00	\$80.65	0.0
MGD 27	Th-F 6p-6:30p		NEWS	\$250.00	3.1	0	30	0	1	0	0	0	1	\$250.00	\$80.65	3.1
TOTALS:								0	10	18	9	37	\$4,000.00	\$104.17	38.4	

Makegood Comments

Date/Time	Action	Added by	Comment
04/27/22 4:34 PM	Sent To Rep	Joy Wenn	No 6p news on 4/29 due to NFL Draft starting at 6. See MG on line 27